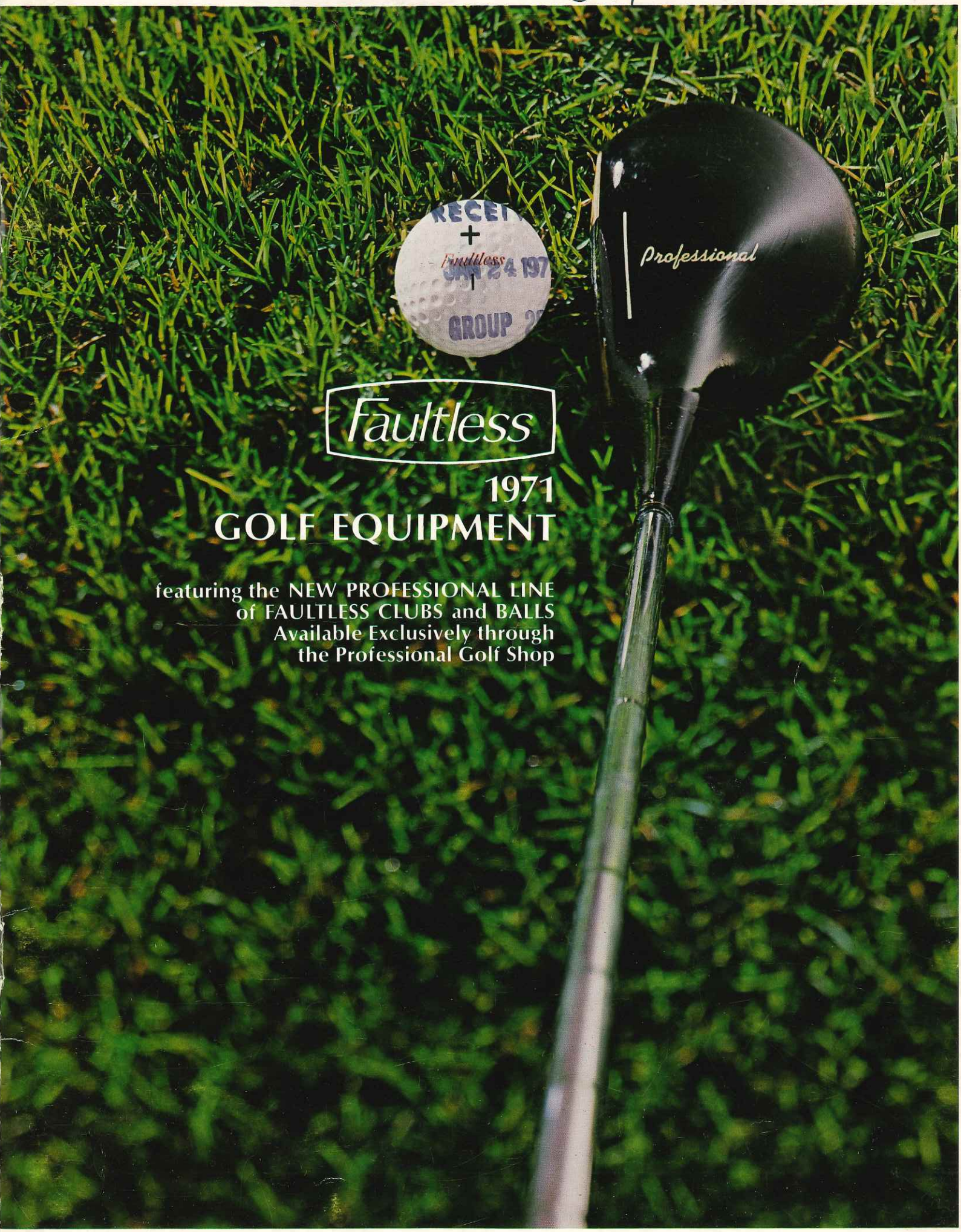
B-14



Faultless

1971
GOLF EQUIPMENT

featuring the NEW PROFESSIONAL LINE
of FAULTLESS CLUBS and BALLS
Available Exclusively through
the Professional Golf Shop

Excellence in Faultless Golf Clubs is achieved through one-at-a-time hand-crafting.

At Faultless, each part of each club is made by hand . . . fitted by hand . . . finished by hand right in Faultless' own shop, which has been devoted exclusively to club making for the past 61 years. It's the oldest in the country. And many people who work there have been in the business of making golf clubs most of their lives . . . some up to 40 years. It's a tradition with these craftsmen. Faultless is fortunate to have this skill and devotion . . . is proud to have golfers share in it as they use Faultless clubs.

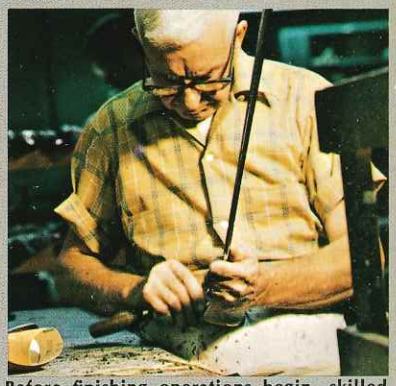
Faultless woods are built to be strong . . . with extra cross-grain laminations of the finest quality, select, seasoned hard maple. The head is shaped and smoothed by experienced craftsmen; finally it is fitted with insert face and solid brass sole plate . . . ready for applying the shaft. The last phase is the development of the Faultless Mirror Finish: Nine separate hand sandings and sprayings. In all, seventy-four painstaking operations go into the making of a Faultless wood . . . and between each step, a thorough inspection. The end result: precision woods of outstanding quality and excellence.

Irons start with the raw forging, are carefully drilled for the correct "lie", ground to the proper shape and weight for perfect balance, scored and faced for an accurate "bite" on the ball. After stamping, the irons are painstakingly finished to perfect condition before plating . . . spending 7½ hours in two vibration polishing baths, then buffed to a flawless, pit-free sheen. Now they are plated with chrome, polished again, and made ready for joining to the shaft. (Plating magnifies any defects in the irons; thus the extra pre-plating effort by Faultless.)

Each club head must be weighed and exactly enough lead added to bring it to the proper weight . . . so the club can be completed within specific balances.

A special, non-slip, grip is applied to the shaft. The material used is consistent in quality, impervious to climatic changes and gives a firm, solid grip for the player.

The head is carefully sanded . . . painstakingly prepared for the final processes: staining and finishing with Faultless' all-weather protective coatings.



Before finishing operations begin, skilled craftsmen search for flaws . . . reject the tiniest flaw.

Club heads are shaped and hand sanded with extra painstaking care by experienced craftsmen.

Heads are carefully polished between each of three coats of clear varnish and the final finishes of polyurethane hard gloss overspray.

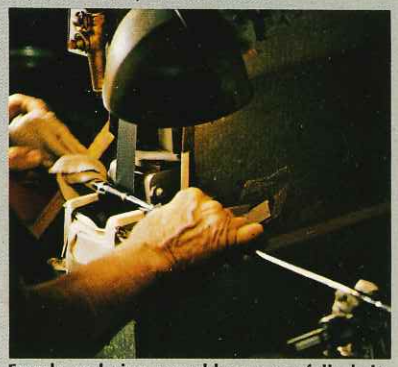
Final inspection. Woods are meticulously inspected for any imperfection; then packed individually in plastic bags to assure that each reaches the customer in perfect condition.

Each raw forging is subjected to a series of grinding operations . . . to smooth the iron; get it ready for machining.

The face is stamped with the scoring die so that horizontal indentations are within the tolerances specified by the Rules of Golf.

Finish Grinding: a series of operations which further smooths and shapes the iron's profile. Hard to reach surfaces are belt-sanded.

Paint is applied to stamped markings to identify and beautify the club-head.



Ferrule and ring assembly are carefully belt-sanded to properly join head and shaft.

Final Inspection: Faultless' new Electronic Shadowgraph Swingweight scale carefully checks each club for matched balance.

The Faultless Statement of Excellence

We believe the quality of the equipment shown in this Professional-only catalog speaks for itself. Sixty years of club-making experience substantiates the custom crafting excellence found only in Faultless. Your use of the equipment will certainly confirm this Faultless promise.

No other manufacturer in the industry can deliver as Faultless will on service to you. This aspect of the Faultless commitment to professional excellence provides you with direct plant service only a phone call away. It's like having your own golf club factory. Call A.C. 614-345-9774 anytime for any of your service needs.

We challenge the industry to match these services:

- No charge for custom order features.
- Maximum 4 weeks delivery — repair — replacement — refinishing.

The Faultless commitment to professional excellence... exclusively for the Professional-only buyer.

The Faultless Professional Advisory Staff 1971.

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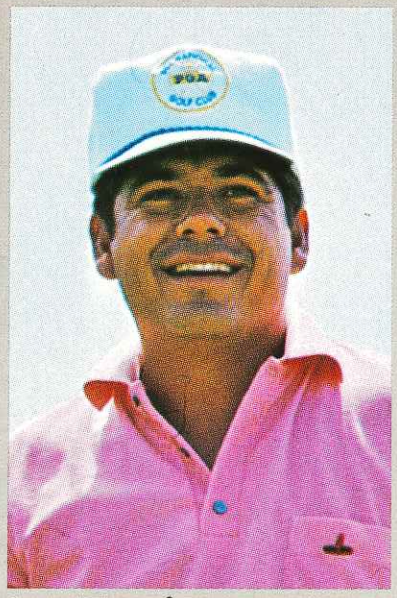
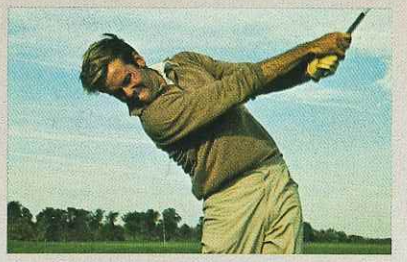
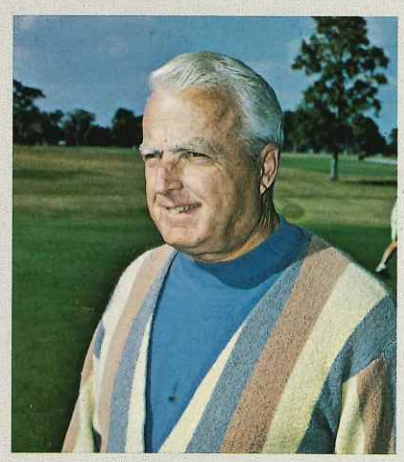


Lee Trevino:
Leading money winner, Varden Trophy winner and exemption points leader 1970. National Open Champion 1968.

Lee Elder:
Popular tour veteran. Consistently among the big money winners in entered events.



Grier Jones:
Newest member of the Faultless Advisory Staff, rookie of the year 1969.



Irv Schloss:
Technical Consultant, long time mentor in Professional Golf Association from Dunedin, Florida.

Dear Golf Professional:

"Owing to my many years of experience in the industry as golf pro, teacher, advisor and consultant, I can unequivocally state that the equipment pictured in these pages is unsurpassed for quality and performance capability. You can recommend Faultless equipment to your most demanding customer."

Yours truly,

Irv Schloss

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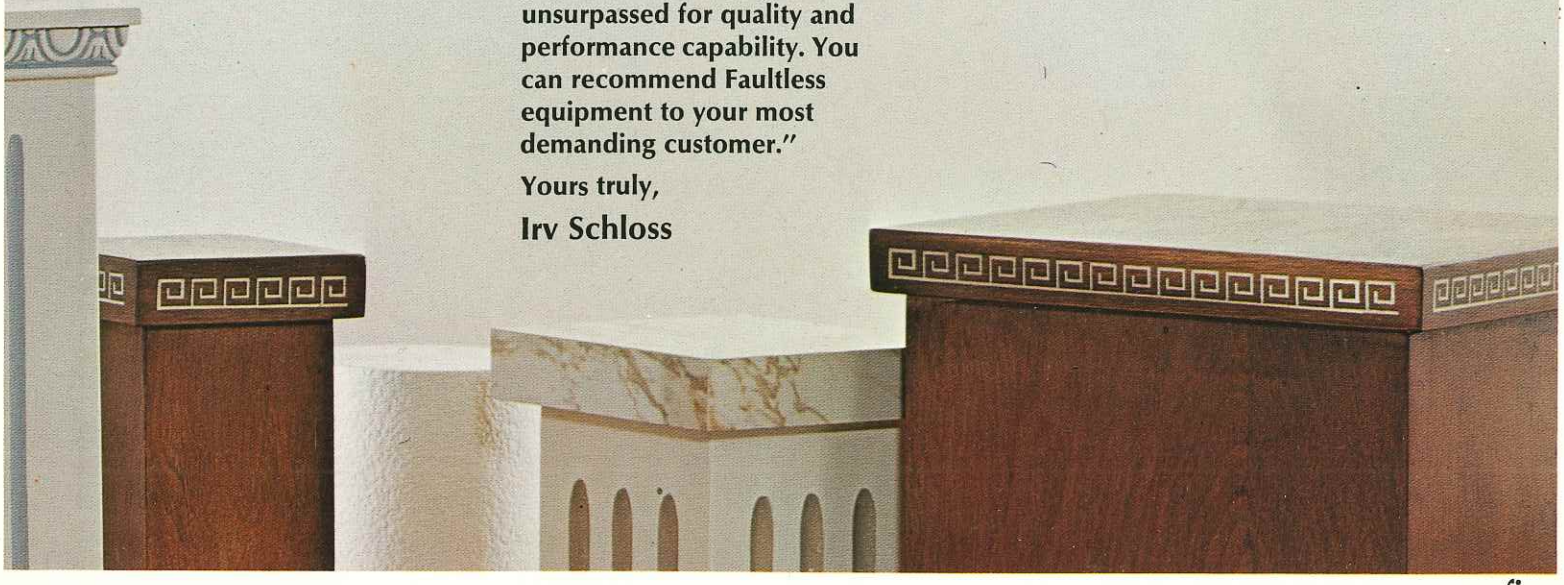


The Faultless Professional Model

TOTALLY NEW! EXCLUSIVELY FAULTLESS! THE PRIDE OF THE PROFESSIONAL-ONLY LINE!

What makes these golf clubs so great? Start with the appearance. Compare the Faultless Professional model with any other woods and irons. The super-mirror finish on the woods is created by nine different sprayings, sandings and buffings. Head construction is laminated maple centered off with a Cycolac® insert to produce the sweetest "click" ever. The same sound you hear when Trevino lets fly. The irons are born from the classic high-toe forging that gives each iron in the set the look of the super-stick. Dynamic lightweight steel shafts and popular rubber grips are standard. Two lengths available in the woods, 43 or 44 inches; and the irons are offered in 38½ or 39 inch lengths. Regular or stiff shafts. Leather grips and certain other features are available on special orders.

Professional Model Sets and Prices

Description and Standard Options	Suggested Retail
Set of 4 woods (1,3,4,5)	$126.00
Set of 3 woods (1,3,4)	$ 94.50
Individual wood	$ 31.50
(Specify length — 43 or 44"; shaft flex — "R" or "S")	
Set of 9 irons (2-9, PW)	$207.00
Set of 8 irons (2-9)	$184.00
Pitching wedge or sand wedge	$ 23.00
(Specify length — 38½ or 39" shaft flex — "R" or "S")	

The Faultless F-IV Model

Developed for the golfer who appreciates the finer points of club design. The Faultless mirror finish greatly enhances the rich walnut stain applied to the laminated maple head.

The F-IV irons are master pieces of craftsmanship! Inspired by early Scottish "blade" designs; smooth across the back pad to distribute the weight evenly behind the hitting surface.

Dynamic steel shafts give the F-IV user more power . . . because of the design characteristics of shaft flex.

Faultless F-IV's are as new as today and provide a combination of the most popular elements of good play. Woods available in 43″ length; irons in 38½″ length. Rubber grips are standard. Leather grips and certain other variations from standard are available on special order.

F-IV Model Sets and Prices

Description and Standard Options	Suggested Retail
Set of 4 woods (1,3,4,5)	$112.00
Set of 3 woods (1,3,4)	$ 84.00
Individual wood	$ 28.00
Set of 9 irons (2-9, PW)	$180.00
Set of 8 irons (2-9)	$160.00
Pitching wedge and/or sand wedge	$ 20.00

(Specify shaft flex: "R" or "S")

Lady Faultless Professional Model

Created especially for the lady golfer who wants the best in professional equipment. Unusually beautiful Faultless mirror finish in blue metallic frost. Laminated maple head with Cycolac® insert. The irons are tastefully clean in design with the color-matched blue rubber grips as standard. Faultless exclusive shaft provides the preferred flex for most women golfers.

Lady Faultless Professional Model Sets and Prices

Description and Standard Options	Suggested Retail
Set of 4 woods (1,3,4,5)	$112.00
Set of 3 woods (1,3,4)	$ 84.00
Individual wood	$ 28.00
Set of 8 irons (3-9, PW)	$160.00
Pitching wedge and/or sand wedge	$ 20.00

(Exclusive "L" flex shaft in all woods and irons)
(Leather grips available on special orders)

The All New
1971 Faultless Professional Ball
A Livelier Ball with Improved Click and Greater Feel!
This is the fastest Faultless ball ever . . . the result of an exclusive computer-blended compound! No other top grade ball can equal the performance characterisics of the Faultless. Try it. Compare it. You'll agree . . . The Faultless Professional is the ball to play.
Suggested Retail $15.00/dozen
Each $1.25
Six dozen . . . . . $90.00 Retail
Faultless
Professional
Sold only through Professional Golf Shops
Faultless
Professional
Conforms with USGA rules
New computer blend gives you the highest velocity ball ever
Professional
Conforms with USGA rules
5

Another Great Faultless Professional-Only Ball

The Equalizer

An ideal ball for the beginner or high-handicapper. Priced to move by the dozens.
This brand can be merchandised from its own, eye-catching package, or from a fish-bowl or dump container.

Suggested retail $9.00/dozen
Each . . . . . $ .75
Six dozen . . . . . $54.00 Retail

TRY THESE
COUNTER TOP
MERCHANDISING IDEAS . . .

Faultless Professional-Only Putters

FP-1
Center shafted two-way Brass Putter, with flared chrome steel shaft.
Price each $15.00

FP-2
Mallet head, goose neck, die-cast satin finish.
Price each $15.00

FP-3
Small mallet head, straight neck, die cast, satin finish.
Price each $15.00

FP-4
Flanged-back, forged steel, satin chrome finish, semi-gooseneck.
Price each $15.00

FP-5
Forged steel, satin chrome finish, gooseneck.
Price each $15.00

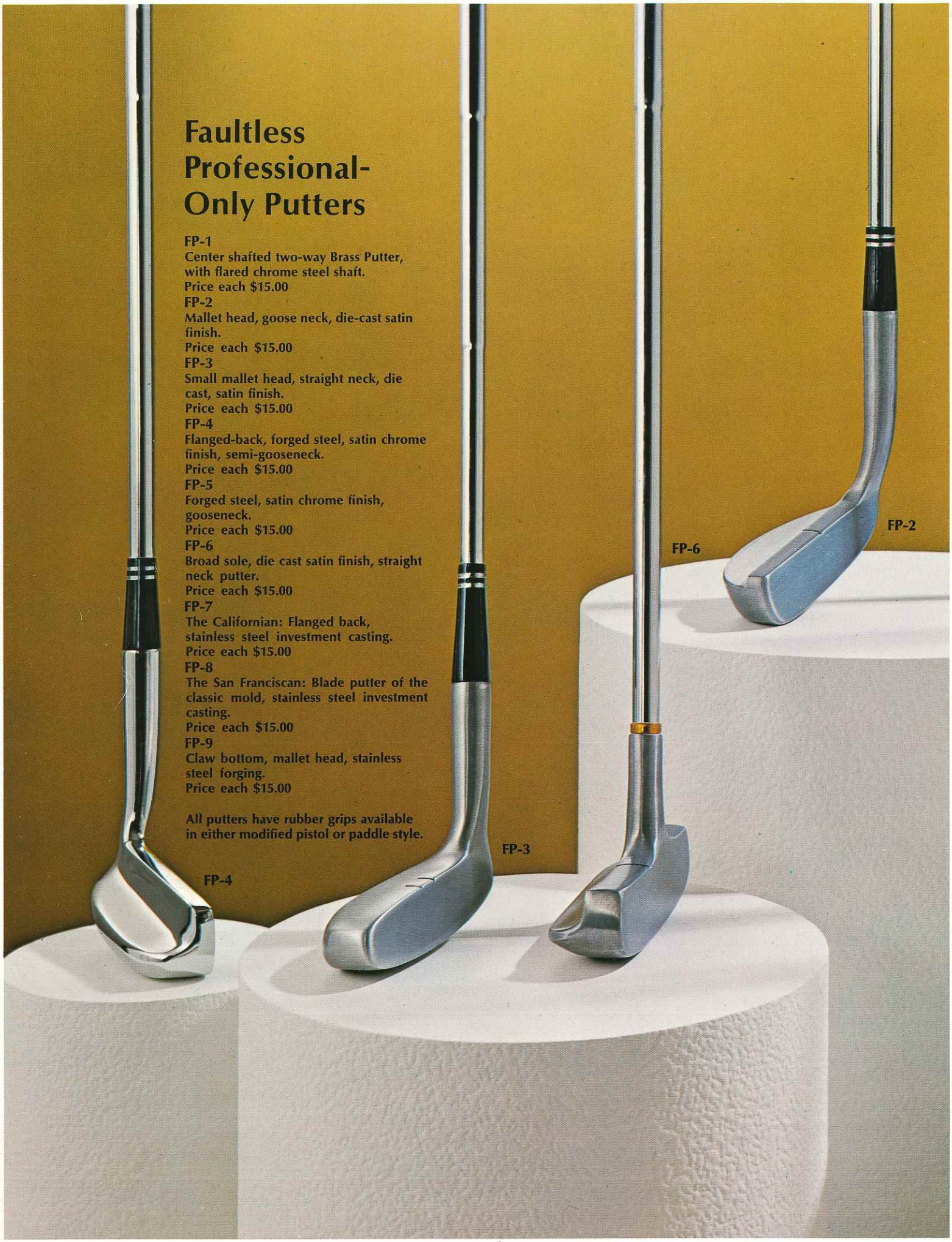
FP-6
Broad sole, die cast satin finish, straight neck putter.
Price each $15.00

FP-7
The Californian: Flanged back, stainless steel investment casting.
Price each $15.00

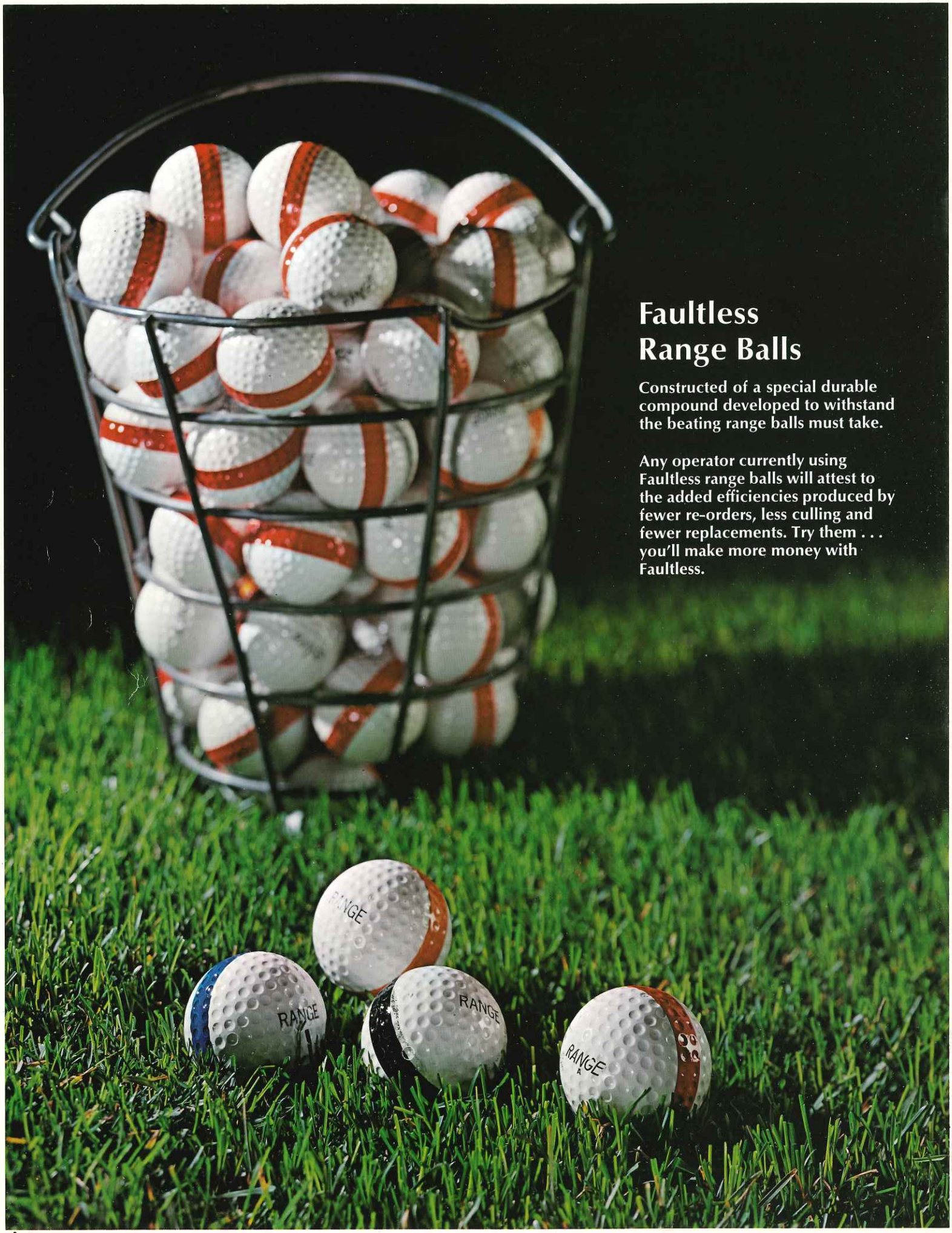
FP-8
The San Franciscan: Blade putter of the classic mold, stainless steel investment casting.
Price each $15.00

FP-9
Claw bottom, mallet head, stainless steel forging.
Price each $15.00

All putters have rubber grips available in either modified pistol or paddle style.



FP-7
FP-1
FP-5
FP-9
FP-8



Faultless Range Balls

Constructed of a special durable compound developed to withstand the beating range balls must take.

Any operator currently using Faultless range balls will attest to the added efficiencies produced by fewer re-orders, less culling and fewer replacements. Try them . . . you'll make more money with Faultless.

This space reserved for
the addition of new items to
the Faultless line of 1971
Professional-only
Golf Equipment.
Faultless
Faultless Golf Products
Division of Abbott Laboratories
North Chicago, Illinois 60064
Contact your local Faultless Representative for further information and order forms for any item in this catalog.
Manufacturing plants in Ashland, Ohio 44805 and Newark, Ohio 43055.

Faultless

Professional Only Golf Bags

ALL FAULTLESS BAGS HAVE EXCLUSIVE FAULTLESS SWEEP DESIGN.

60-1150
$55.00 Suggested Retail

60-1140
$85.00 Suggested Retail

ALL FAULTLESS BAGS HAVE OVERSIZE UTILITY POCKETS

60-1180
$22.50 Suggested Retail

60-1170
$30.00 Suggested Retail

60-1160
$45.00 Suggested Retail

A SET OF FOUR HEAD COVERS . . . $11.00 Suggested Retail

60-1190 **Head Covers** **$2.75 each** Suggested Retail

Faultless FAULTLESS GOLF PRODUCTS Division Abbott Laboratories
Ashland, Ohio 44805 U.S.A.

97-6115

Faultless Golf Products
Division of Abbott Laboratories
North Chicago, Illinois 60064

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